

Tourism & Events Department 7506 E. Indian School Road Scottsdale, AZ 85251 480.312.7177

To: David Scholefield, Chairperson

**Tourism Development Commission** 

From: Steve Geiogamah, Tourism Development Manager

Date: September 19, 2017

Subject: 2018 Off-Road Expo New Event Funding

The 2018 Off Road Expo event funding worksheet is attached for commission consideration. City staff has evaluated the worksheet and support documents to identify potential benefits to the City and the local tourism industry.

On April 19, 2016, the Tourism Development Commission recommended that City Council support an event funding agreement between the city and the Promotion Company, Inc. producer of the 2017 Off Road Expo. On July 6, 2016 City Council approved allocating \$75,000 in support of the event funding agreement. The event met all contract requirements.

Once again the Off Road Expo is requesting \$75,000 in support of a one year event funding agreement. Allocation of potential funds in support of the agreement will be from the \$1.2 million from the Tourism Development Fund established for events and event development.

### **Analysis & Assessment**

The 2017 Off Road Expo took place at WestWorld on March 18 and 19 and attracted 15,637 attendees and participants as well as provided the Scottsdale destination with over \$190,000 in media and promotional value. In addition the event produced 336 total rooms.

Following a commission request to move the event to April, the event will be held on April 21 and 22 and will have a marketing and promotional benefit focused on highlighting the Scottsdale destination through media and promotional opportunities outlined in the event worksheet and support documents. The event is anticipating allocating \$112,036 toward the events promotion.

In order to enhance the city's event sponsorship evaluation process, the city has retained a qualified special event and marketing consultant, Bruce Skinner & Associates, to measure, analyze, and report the economic and media impact as well as overall value and benefits associated with a proposed event sponsorship. Attached is the Skinner report.

# **Funding Availability & Potential Options**

There are currently bed tax event support funds available in the FY2017/18 bed tax budget for new event development. Pending TDC discussion, the following are options for consideration:

- 1) Recommend new event development funding for all or part of the requested amount of \$75,000.
- 2) Direct staff to further evaluate the event's potential, event development partnership opportunities and the resulting return on investment for potential event funding for FY2017/2018.
- 3) Take no action or additional event evaluation.

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.

NEW EVENT DEVELOPMENT WORKSHEET					
		APPLICAN	T INFORMATION		
Worksheet Date: July 7, 2017		,			
Organization Name: Family Events dba Off-Road Expo			Legal Description (LLC, etc.) Bonnier Corp.		
Business Address: 838 N. Delaware Streeet					
City: Indianapolis		State: IN			Zip Code: 46204
Event Contact: Matthew Louck					
<b>Phone:</b> 317-231-5869		Cell Phone: 317-563-2320			Email: matthew.louck@bonniercorp.com
EVENT INFORMATION					
Event Name: Off-Road Expo					
Event Website: www.OffRoadExpo.com					
Event Date(s): Saturday, April 21 and Sund	Event Time(s): 2018 Sat. 9 am to 6 pm an			l Sun. 9 am to 5 pm	
Event Location: WestWorld of Scottsdale / 16	6601 N. Pima	a Road			
City: Scottsdale		State: AZ			Zip Code: 85260
Admission Cost:		Projected Attendance:			Years in Scottsdale:
Adults: \$15 advance / \$19 gate / Child 6-12: \$6 with paid adult / 5 and under are free		16000+			This will be its' second year
Expense Budget (includes marketing): Estimated F			Marketing B \$ 150,000	_	Requested Funding Amount: \$ 75,000
\$285,000		<b>.</b>	Ψ 130,000	,	φ 10,000

#### Detailed description of event:

The Off-Road Expo (ORE) offers the greatest collection of off-road companies, parts, equipment, gear and experts to empower off-road enthusiasts to do what they love. Adventure Lives Here - from off-road racing to rock crawling, trail riding to sand sports, to motorcycles and UTV/ATVs, to camping and adventure travel, the ORE provides the unique opportunity to meet and learn form the most knowledgeable experts in the off-road industry. With a full weekend of excitement the events features hundreds of exhibitors and attendees...Where the Off-Road Nation Comes Together! The event also features industry pros and celebrities, stunt teams, racing demos, displays, a proving ground, food, music and fun. The events takes place inside and outside at WestWorld of Scottsdale, April 21-22, 2018.

# **NEW EVENT DEVELOPMENT WORKSHEET**

Provide a detailed, itemized list of sponsorship benefits the City of Scottsdale will receive as part of the sponsorship package. Please include advertising channels, advertising cost, impression values, and distribution methods:

We see the City of Scottsdale as being one of our primary partners and title sponsors. The City of Scottsdale will be included in all marketing and outreach messaging (included but not limited to): national and local TV/radio interviews, commercials, promotions, press conferences, the ORE website, e-mail campaigns, social media promotions and print advertising. Our request for \$75,000 will be recouped in the outlined national platform of media exposure. Please see the included outline of deliverables for the City of Scottsdale, as well as the outline of the value and cash outlay that the City of Scottsdale will receive with its sponsorship package. See attached outline.

Submit your current marketing plan as it is <u>without</u> City Funding. Please include location, timing, impressions, cost, etc. \*Attach if more space is needed.

Our marketing plan without City funding would be drastically different. In fact, it is safe to say that we would have to adjust the scope of the event and most likely take the approach to start small as a very local event in hopes to be able to withstand the challenges of a new event and hope to build on any small local growth into a more national event over a long period of time. That said, we would have to take expenses from other areas that make the event national in scope and reallocate into the marketing plan without such funding. Efforts would be more grassroots in nature. That said, I have attached our 2017 plan outline which did include funding. If no funding was provided we would have to adjust and back out \$75,000+ of hard costs from the marketing budget without funding. See attached outline.

If approved for funding, please explain how event funding will enhance your event's marketing and PR efforts: Event funding would enhance the effort to build ORE and ensure success in both our efforts to have an event we can be proud and to make the most impact. Funding for this event accelerates the benefits of growing the off-road community that provides a positive impact on the City of Scottsdale as we reach more people. This funding will allow us to reach more and promote outside areas to draw more to this new event to create as much impact as possible and national in scope. New events are hard to "get off the ground" and this funding aids to seed all efforts and magnifies current spending making the marketing and PR efforts more impact-full. It allows us to promote the city and event than otherwise possible giving the support needed for success.

# NEW EVENT DEVELOPMENT WORKSHEET

Describe how you will provide qualitative and quantitative information regarding event attendance levels:

The ORE audience represents a passionate group of enthusiasts in the off-roading industry. They are an active and adventurous market whose passions are inspired by the outdoors and the thrill of off-roading. Because of this passion they are eager to fill out surveys and provide information to support their passion. We will and can provide information via the use of surveys. As for attendance we also run a full box office that can provide reports on sale numbers and data. A few demographics from our attendees are as follows:

- Average Household Income: \$153,000

- Ages 25-44: 47%

- Married: 45%

- Plan to spend over \$500 at the event: 34%

- Own at least one off-road vehicle: 97%

- Own an ATV or UTV: 37%
- Own a 4-wheel drive truck: 36%

## Provide estimated economic impact results of the event and the projected impact on Scottsdale:

ORE expects to attract more and more off-road enthusiasts with each year of this planned annual event. With the date moving into April we will be able to build on top of our over 336 room nights and have more hotel rooms booked in the Scottsdale ADI (Area of Dominant Influence, defined in this case as the City of Scottsdale itself). We also fully expect and estimated an economic impact to the Scottsdale ADI of more than 3.3 million while raising the profile of the city to an entire industry and showcase WestWorld as a great venue. It is our expectation that the event will grow from 2016 with date change better suited to fit our vendors and fans schedule for off-roading, as well as their expenses with an April date. Vendors also have the first year worry out of the way and embraced the first year event and therefore will be coming back and telling others in the industry they should attend, which will furthermore grow the vendors and participants. Attendance will increase as word spends that it is worth the trip and we can grow the opportunities for more participation. This increase participation will allow us to expand event experiences and advertising dollars to continue growing the event for 2017.

Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale, generate room nights as well as enhance the length of stay:

Our ORE marketing campaign begins one year before the event and runs through the event for the duration of that year. Because the ORE is an off-road event it attracts thousands of enthusiasts from around the state and neighboring states. These enthusiasts are likely to return and partake in outdoor activities in Scottsdale as the city offers an ideal environment for such hobbies. The ORE also entices B2C (Business to Consumer) companies to exhibit at the event and experience all Scottsdale has to offer. In 2016, we had 144 vendors which each brings a staff and team of folks with them to the event. This area will continue to grow each year as the event grows. The Off-Road Expo event in Southern California has grown to over 450 vendors. In addition to leveraging our database of off-road enthusiasts and strong relationships with B2C companies we would like to create web pages within our website that highlights some of the key tourist attractions in Scottsdale, as well as include this information in our national e-newsletters. With this information, pages and links we would offer the City of Scottsdale display space and/or opportunity to distribute info at ORE to promote local tourist attractions specific to off-road enthusiasts and offer discounts, etc. to attendees. The website receives more than a 980,000 page views each year and delivers over 257,800 unique web visitors and growing each year.

# **NEW EVENT DEVELOPMENT WORKSHEET NEXT STEPS** This proposal process has been developed to provide necessary information for the City of Scottsdale, Tourism Development Commission to evaluate funding proposal requests and to determine appropriate funding for qualified events. The sponsorship review process can take up to 60 days to complete. 1. Staff reviews event qualification worksheet to determine event's eligibility 2. If event qualifies for funding, producer will present at the Tourism Development Commission (TDC) meeting. TDC has the potential to require more information or vote on funding amount they are recommending. 3. Event presentation to the TDC is required. The presentation should take no more than 5 minutes and outline the information provided in this worksheet. 4. TDC submits funding recommendation to City Council for approval (Following TDC recommendation, allow four weeks for council presentation). 5. Formal action by City Council SUBMISSION INFO I authorize the verification of the information provided on this form.

**Matthew Louck** 

Signature of applicant:

Name

<sup>\*</sup>If more room is needed, attachments are permissible.





# OFF-ROAD EXPO EVENT SPONSORSHIP & MEDIA VALUES



# INTEGRATED EVENT MARKETING INCLUSION: \$159,500 VALUE 67.500+ MEDIA INSERTIONS/SPOTS & 24.337.764+ MEDIA IMPRESSIONS:

- Event sponsorship
  - On-Site attendee marketing opportunities
  - Hourly PA announcements to attendees/vendors
  - On-Site Banners
- Logo integration into the ORE logo
- Print inclusion(flyers, posters and print ads)
- Digital inclusion (ROS banner ads, email, social)
- Television & radio paid and promotional campaign inclusion
- Public relations & extensive industry coverage (local and national media outlets)

# ADDITIONAL VALUE TO CITY OF SCOTTSDALE: \$227,297 VALUE

- Two-page spread, video package and editorial integration in the Off Road Gear Guide (print & digitally) | \$14,500 Value
- Full Page Scottsdale Tourism Ads:
  - Boating Magazine | \$48,632 Value (1x /full page color)
  - Wakeboarding Magazine | \$18,065 Value (1x /full page color)
  - Field & Stream Magazine | \$138,100 Value (1x/ full page color
- ROS banner ads on OffRoadExpo.com | \$3,000 Value
- 4x custom emails delivered to ORE opt-in subscribers | \$4,000 Value
- 2x sponsored Facebook posts promoting Scottsdale, AZ tourism initiatives | \$1,000 Value

TOTAL VALUE: \$386,797





# OFF-ROAD EXPO MARKETING AND ADVERTISING CASH OUTLAY





#### OFF-ROAD EXPO MARKETING AND ADVERTISING CASH OUTLAY SHIMMARY

THE FOLLOWING IS A BREAKDOWN OF "CASH OUTLAY" PLANNED TO BE SPENT ON PROMOTING THE OF ROAD EXPO AND THE CITY OF SCOTTSDALE. "CASH OUTLAY" IS DEFINED AS MONEY SPENT BY THE PROMOTION COMPANY/FAMILY EVENTS. IT DOES NOT INCLUDE NEGOTIATED, EARNED, BONUS, OR ANY ADDED VALUE GARNERD. IT ALSO DOESN'T INCLUDE SPONSORSHIP COSTS.

### **ADVERTISING CHAMPAIGN:**

- Radio Commercial Buy
- TV Commercial Buy
- Digital/Socia
  - Facebook Ad Manager Buy
  - Targeted Digital/Social Bu
    - Pirate 4x4.com and RaceDezert.com
    - Other National Off-Road Targeted Sites
    - Geo-Fencing

*AD EXPENSE TOTAL = \$90,000* 

#### GRASSROOTS CHAMPAIGN:

- Promotional Stickers/Banners/Giveaway Items = \$2,500 (Passed out at Moab, Pomona and other Off-Road Events)
- Posters and Flyers = \$3,000
- Direct Targeted Email Blasts = \$1,000
- Booth and Information During Pomona Off-Road Expo = \$945

GRASSROOTS EXPENSE TOTAL = \$7,445

# ADDITIONAL VALUE TO CITY OF SCOTTSDALE/ EXPENSE TO PROMOTER (TPC/FE):

- Two-Page Spread, video package, etc. in *Off-Road Gear Guide* (print and digital) = \$1495 hard cost
- Full Page Scottsdale Tourism Ads (Not Off-Road Expo ads)
  - Boating Magazine = \$1,000 hard cost
  - Wakeboarding Magazine = \$1,000 hard cost
  - Field & Stream Magazine = \$6,000 hard cos
- ROS banner ads on OffRoadExpo.com = \$300 hard cos
- 2x sponsored Facebook posts = \$500 hard cos

CITY VALUE EXPENSE TOTAL = \$10,295

TOTAL "CASH OUTLAY" = \$107.740 (TOTAL VALUE: \$386.797



# SAMPLES FROM 2016



OFF-ROAD GEAR @ SHOW PRICING! // EXHIBITS // DISPLAYS // RIDE-A-LONGS // DEMOS // INDUSTRY PROS PROVING GROUNDS // LATEST TRENDS // OFF-ROAD VENDORS // RC OFF-ROAD RACE // MORE TO COME!



# Name -In-Title Examples



**Sample Event Logo** 

Screen Shot from website.
City of Scottsdale mention in
Title page, logo, as well as
show on the TV spot and
included many impressions.
(not to scale)

OFF-ROAD GEAR © SHOW PRODUCT AND SHOULD INSPLAYS // RIDE-A-LONGS
DEMOS // INDUSTRY PROS // PROVING GROWNS // LATEST TRENDS // OFF-ROAD VENDORS
RC OFF-ROAD RACE // MORE TO COME!

ADVANCE DISCOUNT TICKETS

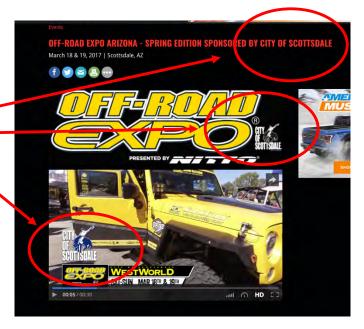
TICKETS ON Sale Now for March 18th and 19th event!

VISIT OFFROADEXPO.COM

WESTWORLD

100 18 FROM Read Recommendation of the company of the company

City of Scottsdale Logo – Plus Scottsdale, AZ place with event logo on all advertising, promotion, PR and more.



18 x 12 posters, flyer and print ad artwork with logo and City of Scottsdale impressions.

(not to scale)

Media Ops: Inaugural Off-Road Expo in Scottsdale This Friday to Sunday

inessage

Evily Giannopoulos <evily.giannopoulos@bonniercorp.com>
To: Evily Giannopoulos <evily.giannopoulos@bonniercorp.com>, Matthew Louck <matthew.louck@bonniercorp.com>

Preview interviews and action-packed interactive broadcast

View this email in your browser

Media Opportunity/release with City of Scottsdale inclusions (not to scale)



The **Inaugural Off-Road Expo presented by Nitto Tire** is coming to Scottsdale this weekend, March 18-19.

Thousands of off-road and motor sports enthusiasts are expected to gather "where the off-road nation comes together" to experience the hottest vehicles and latest gear. This is the

# **PA READS**

# FOUR READS PROVIDED – RECORDED AND LIVE THOUGHOUT ENTIRE WEEKEND

### 16-460: Experience Scottsdale Fiesta Bowl PA Announcements

#### PA1:

WELCOME OFF ROAD EXPO FANS! MAKE YOUR POST-EVENT PLANS WITHOUT MISSING A BEAT. VISIT EXPERIENCE SCOTTSDALE DOT COM, WHERE YOU'LL HAVE INSTANT ACCESS TO THE CITY'S FINEST RESTAURANTS, NIGHTCLUBS, SHOPPING AND MORE. THAT'S EXPERIENCE SCOTTSDALE DOT COM.

#### PA2:

SCOTTSDALE WELCOMES OFF ROAD EXPO ATTENDEES TO COME SEE WHAT BLOOMS IN THE DESERT! VISIT EXPERIENCE SCOTTSDALE DOT COM AND DISCOVER EVERYTHING SCOTTSDALE HAS TO OFFER: AWARD-WINNING RESTAURANTS, EXCITING NIGHTLIFE AND THE STIRRING BEAUTY OF THE SONORAN DESERT. EXPERIENCE SCOTTSDALE DOT COM.

#### PA3:

OFF ROAD EXPO FANS, GET THE INSIDE SCOOP ON EVERYTHING TO SEE AND DO IN SCOTTSDALE! FOR FREE VISITOR INFORMATION VISIT EXPERIENCE SCOTTSDALE DOT COM.

#### PA4:

OFF ROAD EXPO FANS – WHAT ARE YOU DOING AFTER THE SHOW? DOWNTOWN SCOTTSDALE IS HOME TO NEARLY 100 RESTAURANTS, BARS, LOUNGES AND NIGHTCLUBS IN FIVE WALKABLE NEIGHBORHOODS. DISCOVER MORE AT EXPERIENCE SCOTTSDALE DOT COM.



The PA Reads where recorded and aired via our sponsor PA loop played every hour, as well as read live via feature announcers and general show announcer throughout the weekend.

# **OFF-ROAD GEAR GUIDE SAMPLES**





(digital tear-sheet shown above)

Off-Road Gear Guide distributed to more than 40,000 readers (35K at event, 5K targeted print subscribers), plus a bonus email distribution audience of 100K. The Scottsdale CVB provided an ad that ran on page 43 of the guide. The City of Scottsdale editorial integration was also included within the guide. Plus, logo impressions/mentions on extra event ad (ads and editorial samples not to scale).



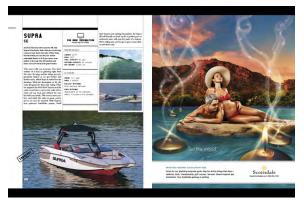






Digital tear-sheet shown above // Dec 2016 issue of *Field & Stream...ad on page 91*. \$138,100 rate card value – 1,000,000+ circulation / total print audience is 8,166,000





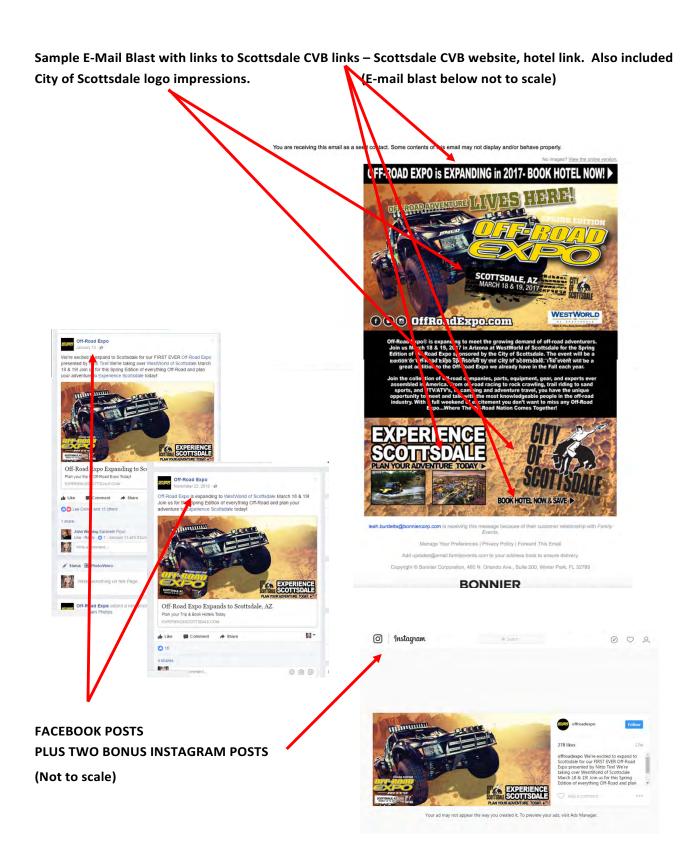
Digital tear-sheet shown above // Special Issue of *Wakeboarding (Wakesurfer Winter) ...ad on page 61.* \$18,065 rate card value – 35,000 circulation / 8x Frequency





Digital tear-sheet shown above // Nov/Dec 2016 issue of *Boating ...ad on page 23* \$48,632 rate card value – 140,000 circulation / 10x Frequency

# SAMPLE FACEBOOK POSTS AND E-MAIL BLASTS



# POSTER / FLYER CREATIVE - EXAMPLES

Poster and Flyer (front color / back – B & W)





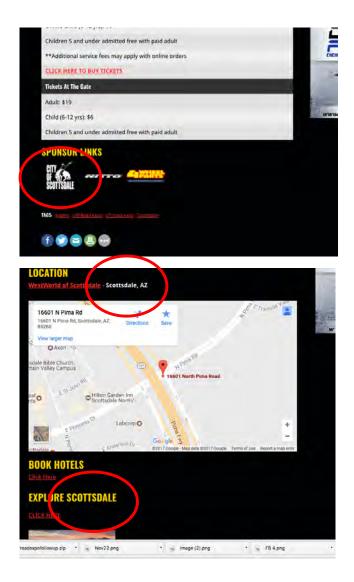


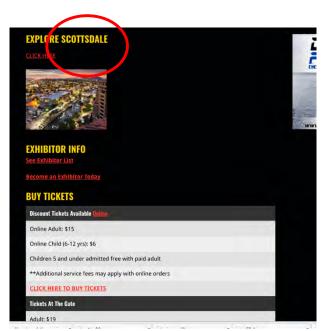
**6 ○ ©** Officed Prince

Note: NOT TO SCALE

# **OFFROADEXPO.COM & EVENT APP**

The City of Scottsdale is represented year-round online at www.OffRoadExpo.com. Links are included to the Scottsdale website and direct links to book hotels. We continually update with information, features and news as it develops. All advertising directs to this website. In addition, a new event APP was used and will continued to be used. Both the website and APP will provide continued impressions, below are example page. Note: Not to scale.







NEW – OFF-ROAD EXPO APP – Note this is an event APP used during both Off-Road Expo Series Events, so branded for both events. Promotional Flyers/Poster below are not to scale. City of Scottsdale had its own listing within the app with links to CVB, as well as many mentions.







# MARKETING PLAN OUTLINE

## Summery on our methods with regards to timing, advertising channels and distribution

#### Radio:

We will be targeting Men 18-49 as our core demo. The radio spots for the event will work backwards from the date of the event with most of the spots running in the markets for two (2) weeks leading up to the event and additional promotional spots running prior to the two weeks in advance and concurrently with the cash buy. Every spot produced for the Off Road Expo to include "City of Scottsdale" mentions. Stations are local/regional markets.

#### **Television:**

Every spot produced for the Off Road Expo sponsored by the City of Scottsdale will include the "Scottsdale" mention twice and contains logo ID. Like radio, our TV partner(s) will be chosen from the proposals that best fit the event campaign and targeting at least one partner (NBC, CBS, FOX or ABC, as well as looking at all cable providers). Based on those proposals, the event will select TV partner(s) to run commercial spots that target Men 18-49 and air the bulk of the flight between April 10 - 22, 2018, but may begin as early as March 27, 2018. Stations are local/regional markets.

## Digital:

Event digital creative will include the City of Scottsdale logo in the event logo and links to the Off-Road Expo website or social pages that include additional impressions and information. These are national and regional sites in which the event targets hard core Off-Road enthusiasts. Below is only a short list of key platform that will be included in the event campaign. There will be others, however only the below are used in this plan and with regards to values. Timing is based on impression numbers, but will begin now through the event.

Cash buys will be placed via our Facebook Ad Portal/admin utilizing Facebook and Instagram. In addition, we will be targeting Facebook groups and our partners to target enthusiasts – such as Race-Dezert.com, Pirate4x4.com, SCORE, Dirt Alliance, Lucas Oil, Bower Motorsports Media, Off-Road.com and others. Below is a planned Facebook and Instagram buy:

- 14-18 ads ranging from \$500 \$1000 per ad = \$10,000
- Ads to start late January, picking up in pace 6 weeks from event date
- Video ads, page post engagement ads, website click ads, event page ads, Instagram only ads and at least one contest for tickets ad
- Majority of ads will come from Off-Road Expo, with some ads coming from partners (i.e.
   Sponsors and racing teams that would be present at event and that we can tap into their fans)
- Demo targeted: 18-65+ all genders that list likes/interests in off-roading, off-road vehicles, off-road racing and other off-road brands/series. Targeting over 390,000 in key areas.
- Various Facebook Posts including a minimum of two sponsored posts promoting Scottsdale as a destination.

#### E-mail:

60 days prior to the event there will be a minimum of four custom emails deployed to our event opt-in subscribers over over 13,488 (and will grow with our event in Sept/Oct this year) that promote the event and the City of Scottsdale as a destination. Plus, communication e- mails will be deployed to our vendor/sponsor lists, as well as our Off-Road enthusiasts as event features, information and news develops.

Additional, we will deploy many email blasts to our targeted op-in databases targeting travel, events and off-roading. These will be sent to national audiences throughout the year leading up to the Off-Road event.

#### **Grassroots:**

Posters and flyers are utilized for grassroots efforts throughout the campaign. Poster and flyers will be provided to key partners and sponsors to help promote the event. Posters are distributed no later then a month out from the event and include sponsors and event information. Flyers (first run) will be produced early September 2017 and will be used at various off-road events such as the Off-Road Expo and Sand Sports Super Show held in LA market. Flyers will also be giving to partners and other events on the west coast with more to come. Posters will be distributed to off-road retailers, radio stations and other key accounts. Second runs will be produced in mid January.

#### Website:

The City of Scottsdale would be represented year-round online at www.OffRoadExpo.com. Including links to the Scottsdale's website and direct links to book hotels. We continually update with information, features and news as it develops. All advertising directs to this website. The website receives more than a 980,000 page views each year and delivers over 257,800 unique web visitors and growing each year. In addition, to the website our social platform delivers an additional audience of 56,000+ with Facebook, Instagram, and Twitter. Snapchat is a growing platform for us on-site at our events in which we are seeing via the use of geo-filters an extra 100,000 + impressions as fans share photos from the event with our special event geo-filters that showcase the event and location (in this case City of Scottsdale).

# Summery on our advertising channels, costs and values

DIRECT AD BUY CASH/PAID = \$112,036 (number doesn't include hard cost of national ads in Off-Road Gear Guide or Bonnier National Magazines – Only "hard dollars" paid to promote event in the City of Scottsdale). This far exceeds the \$75K (\$37,500 direct cash outlay & \$37,500 in earned media) minimum requested. Including the value added/trade the total advertising and promotional value is over \$190,000. With a full \$75K matched in cash outlay.

KUPD-FM – Radio

\$10,400 CASH

KSLX-FM - Radio

\$10,400 CASH

**KDKB-FM - Radio** 

\$10,000 CASH

KMLE-FM – Radio\$10,000 CASHi-HeartMedia – Radio\$4,648 CASHTotal Traffic – Radio\$5,100 CASH

All Radio Stations also ran additional bonus VALUE ADDED/TRADE

spots, ticket giveaway mentions and contests, such as the following:

• Station website contest, calendar inclusion, contest to win tickets

Station appearances

Rock Your Rig or other with social media & on-air promotion

• Station distribution of ORE flyers & posters at remotes leading up to event

Digital ads on station websites

Station email blast inclusions

On-air ticket giveaways with eventmention

Facebook and other social postings on station pages

Recorded and live promotional spots

Live remotes

KPHO-TV 5- CBS TV \$13,525 CASH

KTVK-TV 3 – TV \$6,475 CASH

CABLE (Interconnect/Zones via NCC) \$10,863 CASH

All TV/Cable ran bonus spots and KTVK VALUE ADDED/TRADE

& KPHO-TV 5 ran ticket giveaways

AZ Central & Network Display – Web \$12,600 CASH

AZ – The Arizona Republic – Print VALUE ADDED/TRADE

AZ Opt-In Email Ticket Promotion VALUE ADDED/TRADE

Facebook Ad Portal – Social Buy \$15,000 CASH

Facebook Posts / Off-Road and Sponsors VALUE ADDED/TRADE

Many of our vendors, sponsors, media posted and promoted the event with event logo inclusion,

info and location mentions

Radio & TV Production \$1,900 CASH

E-Blasts VALUE ADDED/TRADE

Industry Media Posts and PR VALUE ADDED/TRADE

POSTER/FLYERS \$1,125 CASH

POSTER/FLYERS VALUE ADDED/TRADE

Additional Print Run - Trade via Bonnier & Distribution

WEBSITE VALUE ADDED/TRADE

In summary, it is important to note that without funding from the City of Scottsdale that this advertising and marketing plan would have to be severely adjusted and put the risk of producing an event that would grow fast enough to match the needs of consumers and business that support the event. They do not have the patience to wait for this growth and without funding the time table for growth would have to be slowed down to match the available spend of a new event with out the support. There would be less impressions, less brand awareness, less vendors and spectators. The campaign would and must rely on time and grassroots growth. Much like building a house on a "shaky" foundation. It may work at first, however at the first sign of trouble come tumbling down. Where as with the funding, it provides a "stable" foundation in which to build year over year with each investment being more valuable then the next...it builds equity for all. In short, we would realistically without funding be only to invest \$30,000 in an ad budget, that would garner less returns and may not be able to cover expenses of a new event.



# 2018 Off-Road Expo Review of the Event & Tourism Impact

# **Situational Analysis**

The Off-Road Expo (ORE) will feature off-road companies, parts, equipment and experts next April 21-22 at Scottsdale's WestWorld.

Organizers boast that this is where the Off-Road Nation will come together, featuring industry professionals, celebrities, stunt teams, racing demonstrations, displays, a proving ground, and good food and music.

The ORE features a targeted, niche audience that is passionate about the off-roading industry. They are active, adventurous, and inspired by the outdoors and the thrill of the activity.

Organizers would like Scottsdale to be one of its primary sponsors, requesting \$75,000 in sponsorship from the City of Scottsdale Event Development Funding Program. If the City chooses to become a partner, it will promote Scottsdale as the event's destination and provide other benefits.

# **Pertinent Questions**

- 1. Will Scottsdale recoup its investment?
- 2. What's the projected economic impact and how many room nights will be generated?
- 3. How will marketing dollars be spent inside and outside of Maricopa County to promote the event?
- 4. How will Scottsdale be promoted and branded in marketing and publicity?

# **General Assumptions**

- The City of Scottsdale will be a primary sponsor, receiving recognition in all marketing and outreach messaging – national and local television and radio interviews, promotions, the ORE website, email campaigns, social media promotions, and print and broadcast advertising.
- Funding will allow the event to purchase additional advertising, which will generate additional exposure and economic impact for the City.
- The "Scottsdale" name would be mentioned in all advertising and promotions.
- The Off-Road EXPO event falls under the "Sports" and "Recreation" categories.

# **Economic and Media Impact**

The event has a significant attendee demographic – the average household income of participants is \$153,000.

Its marketing plan is also impressive. They plan to use funding to enhance the Scottsdale brand and advertise nationally, which will increase the amount of room nights and therefore, economic impact for the City.

They plan for \$386,797 in integrated marketing and additional value for Scottsdale, including a \$112,036 direct advertising cash buy. With value added/trade the total advertising and promotional value will be \$190,000.

Most importantly, advertising will include several national platforms, including *Road Gear Guide*, and *Boating*, *Wakeboard*, and *Field & Stream Magazines*. All are intelligent advertising purchases based on the event's demographic audience.

On radio, ORE will be featured on Maricopa County stations KUPD, KSLX, KDKB, KMLE and I-HeartMedia. In addition to traditional advertising messages, exposure will include station appearances, and on-air ticket giveaways.

KPHO and KTVK will promote the event on television, while the Arizona Republic will be a print advertising partner.

In addition, ORE will be promoted socially and on the www.OffRoadExpo.com website.

Organizers expect to build on the 336 room nights that the event generated in its inaugural year in 2016. They estimate that they will generate more than \$3.3 million in economic impact.

# <u>Summary</u>

ORE had a good start in 2016, attracting 144 vendors. They hope to grow it to the same level as the Off-Road Expo in Southern California, which as 450 vendors.

The event reaches a special niche that has a high end audience befitting of Scottsdale's target audience, and has the potential to generate significant economic impact.

It appears as though they will make good use of the city's funding, investing the \$75,000 in national and local advertising and other promotions. Organizers say that they will reduce their marketing expenditure if they don't receive that level of support, forcing them to start small as a very local event in hopes of building on it in the future.

There will be economic impact generated by visitors from outside of Maricopa County. Also, attendees from other cities in the county and from the rest of the State might dine and spend money in other retail establishments before/after the event, thus generating sales tax.

Organizers seem driven not only to promote the Off-Road Expo, but also the City of Scottsdale, They express a desire to provide exposure, enhance the Scottsdale brand, and generate room nights.

Respectfully submitted,

**Bruce Skinner and Associates** 











**OFF-ROAD ADVENTURE LIVES HERE!** 

RETURNING FOR A SECOND YEAR
SATURDAY & SUNDAY
APRIL 21 & 22, 2018





# WHERE THE OFF-ROAD NATION COMES TOGETHER!

The Off-Road Expo Series offers the greatest collection of off-road companies, parts, equipment, gear and experts assembled in America. From off-road racing to rock crawling, trail riding to sand sports, motorcycles, UTVs and ATVs, to camping and adventure travel, the Off-Road Expo provides the unique opportunity to meet and learn from pros in the off-road industry, as well as to showcase their passion. With a fall event held in Pomona, California for the past 18 years, now the series to poised to continue to grow with a Spring Off-Road Expo in the City of Scottsdale as a signature event in Arizona.











# WHAT'S IN IT FOR CITY OF SCOTTSDALE?

INTEGRATED EVENT MARKETING INCLUSION: \$159,500 VALUE 67.500+ MEDIA INSERTIONS/SPOTS 8, 24, 337.764+ MEDIA IMPRESSIONS

**NATIONAL AD INCLUSION: \$227,297 VALUE** 





Sample tear-sheet shown above // Dec 2016 issue of *Field & Stream...ad on page 91.* \$138,100 rate card value – 1,000,000+ circulation / total print audience is 8,166,000 - JUST ONE OF FOUR NATIONAL ADS RAN IN OUR PARTNER PUBLICATIONS.

**TOTAL "CASH OUTLAY" = \$107,740** 

**TOTAL VALUE: \$386,797** 









# WHAT'S IN IT FOR CITY OF SCOTTSDALE? CONT

# **IMPROVE ECONOMIC IMPACT EACH YEAR:**

WITH THE DATE MOVED TO APRIL 21 & 22, 2018 – WE WILL BE ABLE TO PROVIDE MORE OPTIONS AND AVAILIABLITY FOR ATTENDEES IN SCOTTSDALE. MORE GROW EACH YEAR WILL PROVIDE GREATER IMPACT. BUILDING ON HOTELS AND SPEND IN SCOTTSDALE.

SHOWCASING WESTWORLD AS A PREMIER VENUE TO AN AN INDUSTRY THAT IS EVENT DRIVEN.

MORE COMMUNICATIONS TO SHOWCASE CITY OF SCOTTSDALE AS A DESTINATION

**RETURN ON INVESTMENT** 







# THANK YOU FOR YOUR SUPPORT AND CONSIDERATION.



WE VALUE YOUR INVESTMENT
AND LOOK FORWARD TO
CONTINUING TO PROVIDE A
RETURN FOR THE CITY OF
SCOTTSDALE!







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